

ORDER



Orders
Order / Rev: 50828
Alt Order #:
Product Desc: ESTIMATE 11638
Estimate: 11638
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	87	\$35,610.00	\$30,268.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	87	\$35,610.00	\$30,268.50	0.00
Totals	87	\$35,610.00	\$30,268.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/29/12	11/06/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$95.00	P-3	0.00	NM	7	\$665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--			5			\$95.00		0.00			
Week:		11/05/12	11/11/12	11-----			2			\$95.00		0.00			
E 2	KTVX	10/29/12	11/06/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11111--	:30	5	\$130.00	P-3	0.00	NM	7	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--			5			\$130.00		0.00			
Week:		11/05/12	11/11/12	11-----			2			\$130.00		0.00			
E 3	KTVX	10/29/12	11/06/12	Good Morning America GMA 7a-9a	CM	7a-9a	11111--	:30	5	\$200.00	P-3	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--			5			\$200.00		0.00			
Week:		11/05/12	11/11/12	11-----			2			\$200.00		0.00			
E 4	KTVX	10/29/12	10/29/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
E 5	KTVX	11/02/12	11/02/12	Good Things Utah GTU 10a-11a	CM	10a-11a	----1--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
E 6	KTVX	11/05/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
E 7	KTVX	10/30/12	10/30/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
E 8	KTVX	10/29/12	11/05/12		CM	3p-4p		:30	5	\$250.00	P-3	0.00	NM	6	\$1,500.00

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3p-4p		11111--								
				M-F 3p-4p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	11111--		5		\$250.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$250.00		0.00				
E 9	KTVX	10/29/12	11/05/12	ABC4 News at 4p	CM	4p-430p		11111--	:30	5	\$250.00	P-2	0.00	NM
				ABC4 News at 4p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	11111--		5		\$250.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$250.00		0.00				
E 10	KTVX	10/29/12	11/05/12	ABC4 News at 430p	CM	430p-5p		11111--	:30	5	\$250.00	P-2	0.00	NM
				ABC4 News at 430p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	11111--		5		\$250.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$250.00		0.00				
E 11	KTVX	10/29/12	11/05/12	ABC4 News at 5p	CM	5p-530p		22222--	:30	10	\$250.00	P-2	0.00	NM
				ABC4 News at 5p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	22222--		10		\$250.00		0.00				
Week:		11/05/12	11/11/12	2-----		2		\$250.00		0.00				
E 12	KTVX	10/29/12	11/05/12	ABC4 News at 6p	CM	6p-630p		11111--	:30	5	\$300.00	P-2	0.00	NM
				ABC4 News at 6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	11111--		5		\$300.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$300.00		0.00				
E 13	KTVX	11/03/12	11/03/12	Sat ABC4 News @ 5p	CM	5p-530p		-----1-	:30	1	\$175.00	P-3	0.00	NM
				Sat ABC4 News @ 5p										
E 14	KTVX	11/04/12	11/04/12	SUN ABC4 News @ 5p	CM	5p-530p		-----1	:30	1	\$175.00	P-3	0.00	NM
				SUN ABC4 News @ 5p										
E 15	KTVX	10/31/12	11/02/12	M-F 630p-7p	CM	630-7p		--1-1--	:30	2	\$400.00	P-3	0.00	NM
				M-F 630-7p										
E 16	KTVX	10/29/12	10/29/12	Mon Spec	CM	7:00 PM-8:30 PM		1-----	:30	1	\$2,900.00	P-3	0.00	NM
				Mon 7p-10p		(7:00 PM-8:30 PM)								
E 17	KTVX	11/05/12	11/05/12	Mon Reg 3	CM	9p-10p		1-----	:30	1	\$3,200.00	P-3	0.00	NM
				Castle 9-10p										
E 18	KTVX	10/29/12	11/05/12	ABC4 News at 10pm M-EM		10p-1036p		22222--	:30	10	\$550.00	P-2	0.00	NM
				M-F 10p-1036p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	22222--		10		\$550.00		0.00				
Week:		11/05/12	11/11/12	2-----		2		\$550.00		0.00				
E 19	KTVX	11/03/12	11/03/12	ABC4 News at 10pm Sa	CM	10p-1030p		-----1-	:30	1	\$325.00	P-3	0.00	NM
				Sa 10p-1030p										
E 20	KTVX	11/04/12	11/04/12	ABC4 News at 10pm Su	CM	10p-1030p		-----1	:30	1	\$500.00	P-3	0.00	NM
				Su 10p-1030p										
E 21	KTVX	11/05/12	11/05/12	Nightline	CM	1036p-1103p		1-----	:30	1	\$285.00	P-3	0.00	NM
				M-F 1036p-1103p										
E 22	KTVX	11/01/12	11/01/12	M-F 11p-1130p	CM	1103p-1133p		---1---	:30	1	\$175.00	P-2	0.00	NM
				M-F 1103p-1133p										
E 23	KTVX	10/30/12	10/30/12	Tue Reg 2	CM	8p-9p		-1-----	:30	1	\$2,500.00	P-3	0.00	NM
				Tue 8p-9p										
N 24	KTVX	11/01/12	11/01/12	Thu Reg 2	CM	8p-9p		---1---	:30	1	\$2,500.00	P-3	0.00	NM
				Grey's Anatomy 8-9p										
N 25	KTVX	11/04/12	11/04/12	Sun Reg 3	CM	8p-9p		-----1	:30	1	\$2,500.00	P-3	0.00	NM
				8-9P										
N 26	KTVX	10/31/12	10/31/12	M-F 1130p-12a	CM	1133p-1203a		--1----	:20	1	\$150.00	P-3	0.00	NM
				M-F 1133p-1203a										
Totals													87	\$35,610.00